

REMARKS

New Claims 54-73 are pending in this application. Claims 1-53 have been canceled without prejudice or disclaimer.

Response to the Rejections of Previously Pending Claims 1-30, 36-46, and 51

The Examiner rejected previously pending claims 1-30, 36-46, and 51 as allegedly being anticipated or obvious in view of the prior art. The rejections are moot because Applicants have canceled those claims without prejudice or disclaimer.

New Claims 54-73

The Applicants believe that new Claims 54-73 are patentable over the prior art because no reference of record individually or in combination with other prior art of record teaches or suggests every limitation of the new claims.

With respect to independent Claim 54, the prior art of record does not teach or suggest all of the following limitations:

- transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

- transmitting to the user computer encoded information representing a question to be displayed to the user as part of a web page of the web portal;

- providing an inducement to the user to answer the question, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the question;

- upon the user answering the question, receiving an answer of the user to the question;

- searching a database to identify an additional question or a web page that is associated with the user's answer to the question, wherein the association of an answer with an additional question or with a web page is configured to ascertain the user's interest in the additional question or the web page;

if, upon searching the database, an additional question associated with the user's answer is identified, transmitting to the user computer encoded information representing the additional question to be displayed to the user as part of a web page of the web portal; and

if, upon searching the database, a web page associated with the user's answer is identified, transmitting to the user computer encoded information representing the web page to be displayed to the user, wherein revenue is generated for the web portal host.

With respect to independent claim 60, the prior art does not teach or suggest all of the following limitations:

transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

transmitting to the user computer encoded information representing a question to be displayed to the user as part of a web page of the web portal;

providing an inducement to the user to answer the question, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the question;

upon the user answering the question, receiving an answer of the user to the question;

determining whether to present to the user an additional question or to present to the user a web page associated with the user's answer to the question;

if it is determined to present to the user an additional question, transmitting to the user computer encoded information representing the additional question to be displayed to the user as part of a web page of the web portal; and

if it is determined to present to the user a web page associated with the user's answer to the question, searching a database to identify a web page that is associated with the user's answer to the question, wherein the association of the user's answer with the

web page is configured to ascertain the user's interest in the web page, and transmitting to the user computer encoded information representing the web page to be displayed to the user, wherein revenue is generated for the web portal host.

With respect to independent Claim 66, the prior art of record does not teach or suggest all of the following limitations:

transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

transmitting to the user computer encoded information representing a set of questions to be displayed to the user as part of a web page of the web portal;

providing an inducement to the user to answer the set of questions, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the set of questions;

receiving one or more answers of the user to the set of questions;

searching a database to identify a web page that is associated with the user's answers to the questions, wherein the association of the user's answers with the web page is configured to ascertain the user's interest in the web page; and

transmitting to the user computer encoded information representing the web page to be displayed to the user.

The dependent claims are patentable because each claim incorporates all limitations of one of the foregoing patentable independent claims. Applicants further believe that the dependent claims are patentable based on their added limitations.

No Disclaimers or Disavowals

Although the present communication may include alterations to the application or claims, or characterizations of claim scope or referenced art, the Applicants are not conceding in this application that previously pending claims are not patentable over the cited references. Rather,

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any alterations or characterizations are being made to facilitate expeditious prosecution of this application. The Applicants reserve the right to pursue at a later date any previously pending or other broader or narrower claims that capture any subject matter supported by the present disclosure, including subject matter found to be specifically disclaimed herein or by any prior prosecution. Accordingly, reviewers of this or any parent, child or related prosecution history shall not reasonably infer that the Applicants have made any disclaimers or disavowals of any subject matter supported by the present application.

Conclusion

The Applicants believe that the application is in condition for allowance and respectfully request such allowance.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

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